

## **PERSONAL DATA PROTECTION ACT 2010 (PDPA)**

Privacy Notice (According to Personal Data Protection Act 2010)

This privacy notice for personal data ("Privacy Notice") is issued to all our valued customers of Hotel Perdana Kota Bharu (HPKB) who are committed to comply with PDPA and protect HPKB guests' personal information with pursuant to the statutory requirements of the Personal Data Protection Act 2010.

HPKB will only collect information that we believe to be relevant and required. The information will not be disclosed to any external organization for purposes other than those needed by HPKB to serve you better.

The personal information we have previously collected from you includes but is not limited to your name, address, email address, birth date, telephone number, address, identification number and/or credit card details.

### **PURPOSES OF THE COLLECTION OF YOUR DATA**

We may collect and use your personal data in one or more of the following purposes:

- to communicate, respond to enquiries and requests.
- to verify and process personal data or responding to requests such as hotel bookings, processing bills and payments, restaurants reservations, event bookings and other requested goods or services and/or activities
- performing customer support and services such as promotional offers, hotel rates proposals, newsletters, credit card payment processing and/or guest surveys/guest responds.
- fulfil contractual obligations to the hotel guests, anyone involved in the process of making the hotel guests' travel arrangements (e.g. travel agents, group travel organizers and your employer) and vendors (e.g. credit card companies, airline operators and other loyalty programs)
- to communicate with the hotel guests via phone call, email, fax, mail, social media; and/or any other appropriate communication channels.
- to notify the hotel guests of any changes to our products, goods, facilities, services and/or loyalty programs which may affect the hotel guests.
- public disclosure and use of the guests' personal data, images, photographs, voice and video recording.
- for publicity purpose without payment or compensation if the hotel guests participation in lucky draws and contests conducted by us or on behalf.
- to maintain our own accounts and records
- the use of CCTV systems for crime prevention
- to enforce contractual and legal rights and obligations and to meet legal and regulatory requirements

We are committed to ensuring that your personal data is stored securely. You have the right to request for access to, request for a copy of, request to update or correct your personal data held by us. You have the right at any time to request us to limit the processing and use of your personal data (for example, requesting us to stop sending you any marketing and promotional materials or contacting you for marketing purposes).

We will take all reasonable steps to ensure all personal data is destroyed or permanently deleted if it is no longer required for the purpose for which it is to be processed.

#### **WHO IS RESPONSIBLE FOR THE PERSONAL DATA COLLECTED BY HOTEL PERDANA KOTA BHARU?**

Your personal data is controlled ultimately by HOTEL PERDANA KOTA BHARU (HPKB) business registration as PNB MANAGEMENT SERVICES SDN BHD whose business address is at : HOTEL PERDANA KOTA BHARU, Jalan Mahmood, 15000 Kota Bharu, Kelantan. Telephone number 09-745 8888 Fax number : 09 748 8855 E-mail : [sales@hotelperdanakotabharu.com](mailto:sales@hotelperdanakotabharu.com) Website : [www.hotelperdanakotabharu.com](http://www.hotelperdanakotabharu.com)